

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately **5–10 minutes**
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.
- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties**.
- **Results will only be published in aggregated form**.

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

35 - 44



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other:
.....

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:

.....

10. Did you feel frustrated while interacting with the chatbot? * Yes (Please explain in the optional text field.) No Maybe Other:

.....

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other:
.....

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

.....

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

 Yes No Partially Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

.....

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Too much explanation sometimes

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other:
.....

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

.....

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

65+



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other: Pensija

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

**9. Did the chatbot successfully resolve your issue? *** Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

No understsnd anything

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5



12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5



13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Not for me _____

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

 Yes No Partially Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:
.....

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:
.....

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

.....

25. What improvements would you suggest for chatbots? (Optional)

.....

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

.....

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Chatbots don't understand complicated problems, especially in critical situations, e.g., rebooking a cancelled flight.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5



12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5



13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Human agents with appropriate training are always better equipped to resolve problems

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other:

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? * Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other:**Question 18: Did you trust the human agent to handle your request fairly and professionally?**

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....**Section 4: User Experience with Human Support Agents**

19. Would you prefer human support over a chatbot in future interactions? * Yes No It depends on the type of issue (Please explain in the optional text field.) Other:**Question 19: Would you prefer human support over a chatbot in future interactions?**

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.
.....**Section 5: Comparative Preferences****20. Which do you prefer for customer support?** AI-powered chatbot Human support agent Hybrid model (Combination of chatbot and human agent) No preference Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other: Faster escalation to human representative

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks**24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)**

.....

25. What improvements would you suggest for chatbots? (Optional)

.....

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)**Thank You for Participating!**

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other: Almost a Bachelor's degree

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

If easy-chatbot, if harder or complex-human

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person

Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

18 - 24



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

It did not understand my problem at all and proceeded with a very generic course of action. I had to call customer service at the end anyways.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

15. Did the agent successfully resolve your issue? *

- Yes
- No
- Partially
- Other:

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

17. How empathetic was the human agent in addressing your concern? (1 - Not at all empathetic to 5 - Highly empathetic)

1

2

3

4

5

**18. Did you trust the human agent to handle your request fairly and professionally? *** Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other:
.....**Question 18: Did you trust the human agent to handle your request fairly and professionally?**

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....**Section 4: User Experience with Human Support Agents**

19. Would you prefer human support over a chatbot in future interactions? *

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

.....

Section 5: Comparative Preferences**20. Which do you prefer for customer support?**

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks**24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)****25. What improvements would you suggest for chatbots? (Optional)**

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)**Thank You for Participating!**

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 **Email:** balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5



12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5



13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

More complex questions human agents solves better

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

Prefer hybrid solutions, so I can choose which one

25. What improvements would you suggest for chatbots? (Optional)

more personalized approach

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Chatbot ignoring my questions

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 **Email:** balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other:
.....

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

1

2

3

4

5



8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1 2 3 4 5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1 2 3 4 5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1 2 3 4 5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:
.....

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....
.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:
.....

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

From my observation, Chatbot can resolve less complex issues. So it will actually depend on the type of problem I'll be facing in the future.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:
.....

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other: Like health or money related issue I would likely to chat with a human agent
.....

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other: Speed and accuracy

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

.....

25. What improvements would you suggest for chatbots? (Optional)

.....

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

.....

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

They only resolve fixed issues

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 **Email:** balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other: Services like Cleaning

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other: sometimes

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person

- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 **Email:** balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

18 - 24



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

1

2

3

4

5



8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

**9. Did the chatbot successfully resolve your issue? *** Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

They are too stupid to understand my words.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other:
.....

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

They can't solve the real problem; they're just wasting my time.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

 Yes No Partially Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

.....

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 **Email:** balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

18 - 24



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other: grab certain word from my sentences instead of solving my problems

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

1

2

3

4

5



8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

**9. Did the chatbot successfully resolve your issue? *** Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

I had a specific need and got a generic response

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

I prefer human interaction _____

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

 Yes No Partially Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other: I dont use them

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

I have never used a chatbox _____

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

 Yes No Partially Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:
.....

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

I don't use chatboxes
.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:
.....

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

High school diploma or equivalent

Some university coursework

Bachelor's degree

Master's degree or higher

Prefer not to say

Other:

4. What is your occupation? *

Student

IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)

Product or Project Manager

Sales / Marketing / Business Analyst / Finance / Accounting

Human Resources / Recruiter

Educator

Healthcare Professional

Engineer (Non-Software)

Freelancer / Consultant

Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other: managing an apartment building

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

35 - 44



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other: Factory worker

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

1

2

3

4

5



8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

1

2

3

4

5



8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other: Artist

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: I like to interact with humans

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

65+



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

Sometime , it depends on the person. Some are nice and knowledgeable some are not knowledgeable. Some arfe not nice and irretatged.

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

It depends on the issue I want to solve, if not I prefer chatbot.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

I love chatbots, they are helpful, fast and solve a lot of problem without to much hustling.

25. What improvements would you suggest for chatbots? (Optional)

More personalize

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Human have good and bad mood. Depending what mood they are is how they will help you. Chatbots don't have moods, they just do what you tell them.

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 **Email:** balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

 Yes No Partially Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

1

2

3

4

5



8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

**9. Did the chatbot successfully resolve your issue? *** Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5



12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5



13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Depends on question i want to resolve !

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)**25. What improvements would you suggest for chatbots? (Optional)**

Do not use real persons names.

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)**Thank You for Participating!**

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other: CEO/Owner/Founder

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other: find ways not to

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

most of the chats bots are build on low quality engines with to little data. the initial data is based on faqs that are not customer centric.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5



12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5



13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

I find ways to not use them. choose another company or try to find out the phone# (a have developed ways to find it out since the don't provide this on their site)

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other:

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? * Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other:**Question 18: Did you trust the human agent to handle your request fairly and professionally?**

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....**Section 4: User Experience with Human Support Agents**

19. Would you prefer human support over a chatbot in future interactions? * Yes No It depends on the type of issue (Please explain in the optional text field.) Other:**Question 19: Would you prefer human support over a chatbot in future interactions?**

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.
.....**Section 5: Comparative Preferences****20. Which do you prefer for customer support?** AI-powered chatbot Human support agent Hybrid model (Combination of chatbot and human agent) No preference Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other: they need more data and quality engines.

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other: never ever

Section 6: Final Remarks**24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)**

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)**Thank You for Participating!**

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

 Yes No Partially Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other: Human feeling

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

35 - 44



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

1

2

3

4

5

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

**9. Did the chatbot successfully resolve your issue? *** Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Misunderstanding, lack of depth, repetition, inefficiency, and technical issues.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5



12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5



13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

No, due to inaccurate responses, lack of human understanding, and inefficiency.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

Chatbots are fast but lack empathy and deep problem-solving; human agents provide better understanding.

25. What improvements would you suggest for chatbots? (Optional)**26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)**

Better accuracy, contextual understanding, personalized responses, and smoother human handoff.

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 **Email:** balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

18 - 24



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

 Yes No Partially Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

For simpler queries _____

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

For complex issues

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:

10. Did you feel frustrated while interacting with the chatbot? * Yes (Please explain in the optional text field.) No Maybe Other:

Sometimes. Chatbots are good for answering simple queries. They're less helpful for solving more complex problems.

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other:

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? * Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other:**Question 18: Did you trust the human agent to handle your request fairly and professionally?**

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....**Section 4: User Experience with Human Support Agents**

19. Would you prefer human support over a chatbot in future interactions? * Yes No It depends on the type of issue (Please explain in the optional text field.) Other:**Question 19: Would you prefer human support over a chatbot in future interactions?**

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.
.....**Section 5: Comparative Preferences****20. Which do you prefer for customer support?** AI-powered chatbot Human support agent Hybrid model (Combination of chatbot and human agent) No preference Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks**24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)****25. What improvements would you suggest for chatbots? (Optional)**

If chatbots were empowered to grant waivers and exceptions to ordinary processes, as human agents are, this would streamline the process, improve customers satisfaction, and ultimately save money.

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)**Thank You for Participating!**

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

35 - 44



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Delayed replies or unnecessary steps before reaching a solution.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

 Yes No Partially Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other:

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

no

25. What improvements would you suggest for chatbots? (Optional)

Implement AI-driven personalization based on user history and preferences to provide more relevant responses.

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)**Thank You for Participating!**

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

25 - 34



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other:

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

The answer from chatbot is irrelevant to the question.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5



12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5



13. Would you use a chatbot again for customer support? *

 Yes No (Please explain in the optional text field.) Maybe (Please explain in the optional text field.) Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other: Solving our problem smoothly

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

25. What improvements would you suggest for chatbots? (Optional)

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to participate (the survey will end).
- I do want to participate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms

Survey: Human vs. AI: A Quantitative Investigation into User Satisfaction with Chatbots and Support Agents

Dear Participant,

We hope you're doing well!

We are Master's students at Stockholm University's Department of Computer and Systems Sciences, conducting a study on user satisfaction with AI-powered chatbots versus human support agents. This research is part of our coursework in the Scientific Communication and Research Methodology course.

Your valuable insights will help us better understand customer experiences, preferences, and areas for improvement in AI-driven customer service.

Research Team & Contact Information

- **Researchers:** Baiba Lupike & Samsad Nahar
- **Affiliation:** Stockholm University, Department of Computer and Systems Sciences
- **Contact:** balu0387@student.su.se & sana9870@student.su.se

About the Research

This study aims to **evaluate and compare user satisfaction** with AI-powered chatbots versus human customer support agents. With the increasing adoption of AI-driven customer service, your feedback will contribute to refining these technologies and enhancing user experiences. Understanding user satisfaction is essential for improving the effectiveness of AI in customer service roles.

Definitions:

AI-powered chatbot: A software application that simulates human conversation to assist users with inquiries and service requests.

Human support agent: A customer service representative who provides assistance and resolves issues through direct human interaction.

Hybrid customer support model: A support system where AI chatbots handle routine inquiries while human agents focus on complex issues. This model aims to optimize response time while maintaining a personalized customer experience.

Potential Benefits of the Study

- Enhancing chatbot efficiency and overall user experience
- Contributing to academic research on AI-driven customer service

Potential Risks: This study poses no foreseeable risks to participants.

Participant Expectations & Eligibility

- **What to expect:** You will complete an online survey about your experiences with AI-powered chatbots and human support agents.
- **Time Commitment:** Approximately 5–10 minutes
- **Eligibility:** Participants must be **at least 18 years old** and have interacted with both AI chatbots and human support agents in a customer service setting.
- **Voluntary Participation:** Your participation is entirely voluntary, and you may withdraw at any time without consequences.
- **Expenses/Incentives:** No financial compensation is provided.

Right to Withdraw

You have the right to withdraw from the study **at any time before submitting the survey**. All responses will remain **anonymous** and will not be linked to any identifiable information.

Confidentiality & Data Security

- All collected data will remain **strictly confidential**.

- No personally identifiable information will be recorded.
- Data will be securely stored and used **exclusively for academic purposes**.
- **Data will not be shared with third parties.**
- **Results will only be published in aggregated form.**

Ownership & Use of Data

By participating, you agree that your **anonymized responses** may be used for **academic research and reports** related to this study. Research findings may be presented in a university report.

Human vs. AI

This image was generated using OpenAI's DALL·E model (OpenAI, 2025).



Section 1: Participation & Confidentiality *

Informed Consent

By selecting '**Yes, I agree to participate**', you confirm that you have read and understood the study details and voluntarily consent to participate.

If you select "**No, I do not agree**", the survey will end immediately, and no responses will be recorded.

Contact Information for Concerns

If you have any questions or concerns regarding this study, please feel free to contact us:

 Email: balu0387@student.su.se & sana9870@student.su.se

We sincerely appreciate your time and consideration!

- Yes, I agree to participate.
- No, I do not agree (the survey will end).

Section 2: Demographic Information

1. What is your age group? *

 Dropdown

45 - 54



2. What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

3. What is your highest level of education? *

- High school diploma or equivalent
- Some university coursework
- Bachelor's degree
- Master's degree or higher
- Prefer not to say
- Other:

4. What is your occupation? *

- Student
- IT & Software Development (Includes Software Developer / Engineer, Data Analyst / Scientist, IT Support / Helpdesk, Network or System Administrator, Cybersecurity Specialist)
- Product or Project Manager
- Sales / Marketing / Business Analyst / Finance / Accounting
- Human Resources / Recruiter
- Educator
- Healthcare Professional
- Engineer (Non-Software)
- Freelancer / Consultant
- Other:

5. How frequently do you use customer support chatbots? *

- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (At least once a month)
- Always (Regularly, several times a month)
- Other:

6. Which industry have you interacted with chatbots with the most? *

- E-commerce (Retail, online stores)
- Telecommunications (Internet, mobile providers)
- Banking/Finance
- Healthcare
- Travel & Hospitality
- Government/Public Services
- Other: cybersecurity services

Section 3: User Experience with Chatbots**7. How satisfied were you with the chatbot's response time? (1 - Very Dissatisfied to 5 - Very Satisfied) ***

8. How well did the chatbot understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

9. Did the chatbot successfully resolve your issue? * Yes No Partially Other:**10. Did you feel frustrated while interacting with the chatbot? *** Yes (Please explain in the optional text field.) No Maybe Other:

Question 10: If you answered 'Yes' for question "**Did you feel frustrated while interacting with the chatbot?**"

Follow-up question:

If you answered 'Yes'. What caused your frustration? Please explain.

Section 3: User Experience with Chatbots

11. How would you rate the chatbot's ability to handle complex queries? (1 - Very Poor to 5 - * Excellent)

1

2

3

4

5

12. How frequently did the chatbot require you to rephrase or repeat your query? (1 - Never * to 5 - Very Frequently)

1

2

3

4

5

13. Would you use a chatbot again for customer support? *

Yes

No (Please explain in the optional text field.)

Maybe (Please explain in the optional text field.)

Other: _____

Question 13: Would you use a chatbot again for customer support?

Follow-up question:

If you answered 'Maybe' or 'No', please explain in a text field.

Section 4: User Experience with Human Support Agents

14. How satisfied were you with the response time of a human agent? (1 - Very Dissatisfied * to 5 - Very Satisfied)

1

2

3

4

5

15. Did the agent successfully resolve your issue? *

Yes

No

Partially

Other: _____

16. How well did the human agent understand your query? (1 - Very Poorly to 5 - Very Well) *

1

2

3

4

5

17. How empathetic was the human agent in addressing your concern? (1 - Not at all * empathetic to 5 - Highly empathetic)

1

2

3

4

5

18. Did you trust the human agent to handle your request fairly and professionally? *

- Yes
- No (Please explain in the optional text field.)
- Maybe (Please explain in the optional text field.)
- Other:

Question 18: Did you trust the human agent to handle your request fairly and professionally?

Follow-up question:

If you answered 'No' or 'Maybe' to question 18, you may optionally explain your answer in the text field below.

.....

Section 4: User Experience with Human Support Agents**19. Would you prefer human support over a chatbot in future interactions? ***

- Yes
- No
- It depends on the type of issue (Please explain in the optional text field.)
- Other:

Question 19: Would you prefer human support over a chatbot in future interactions?

Follow-up question:

If you answered 'It depends on the type of issue,' please explain.

Section 5: Comparative Preferences

20. Which do you prefer for customer support?

- AI-powered chatbot
- Human support agent
- Hybrid model (Combination of chatbot and human agent)
- No preference
- Other:

21. Which factor is the most important to you in customer support? *

- Speed
- Accuracy
- Personalization
- Empathy
- Other: all of them

22. If chatbots could improve in one area, what would it be? *

- Faster response time
- Better understanding of user queries
- More personalized responses
- Improved issue resolution
- Other:

23. In what scenarios would you prefer a chatbot over a human agent? *

- When I need quick answers to simple questions
- When I need 24/7 support outside of business hours
- When I want to avoid long wait times on calls or chats
- When I prefer automated processes, such as resetting a password or account recovery
- When I want to track an order or check status updates
- When I need technical troubleshooting for common issues
- When I have privacy concerns and prefer not to speak to a human
- When I need consistent, scripted responses without human variation
- When I'm multitasking and want a quick, automated response
- When I prefer not to wait in a queue for a human agent
- When I want to complete a task without speaking to a real person
- Other:

Section 6: Final Remarks

24. Do you have any additional comments about your experiences with chatbots vs. human agents? (Optional)

no

25. What improvements would you suggest for chatbots? (Optional)

AI intergration

26. Can you share a specific positive or negative experience with either a chatbot or a human agent? (Optional)

A chatbot that was not able not understand me and the sam when it manage to do it solve my problem properly. A human agent with lot of empathy which was not able to provide me the help that i needed.

Thank You for Participating!

Thank you for participating in this study! Your responses are valuable and appreciated.

Thank you for your time!

Thank you for your time. You have chosen not to participate, and that's completely okay. Have a great day!

- I acknowledge, I do not want to parcipate (the survey will end).
- I do want to parcipate, please take me back to the survey.

This content is neither created nor endorsed by Google.

Google Forms